

Attention all ENERGY STAR® Ceiling Fan Partners,

Please take a moment to read the information provided below which includes important updates in the ceiling fan program.

1. ENERGY STAR Qualified Lighting Made Easy!

Now you can choose a lamp and ballast combination, already approved by ENERGY STAR, for your ceiling fan light kits – reducing the administrative burden and costs associated with providing light kit testing data and documentation. These matrices of lamp and ballast combinations were made possible by the American Lighting Association (ALA) and the National Electrical Manufacturers Association (NEMA). Ceiling fan and residential light fixture partners may now choose a pre-approved combination to include in an ENERGY STAR qualified fixture or ceiling fan light kit and use a Supplemental Form to submit the finished product for ENERGY STAR approval. You will still be required to submit a completed QPI form along with information that is not provided by the matrices (i.e. fixture warranty, safety documentation).

The lamp/ballast matrices and the Supplemental Form can be found at: <http://www.nema.org/lampballastmatrix>. If you have any questions about the matrices, please contact Meghan Hoye, ICF Consulting, at mhoye@icfconsulting.com.

2. CA Statewide Investor Utility Ceiling Fan Study Released

During the Dallas Partner Meeting in June EPA mentioned a ceiling fan usage study being conducted by California's Investor Owned (IOU) utilities. The final report is now available at <http://www.calmac.org/NewPubs.asp>. Data provided in this study include: motor run time, lighting run time, fan speed usage, seasonal fan directional preferences, and the use of mechanical AC in conjunction with ceiling fan use in SDG&E and SMUD service territories. Consumer behavior results in this report show that end user education is still needed for optimal use of this energy saving product.

3. Cool Change 2002 Media Results are In!

Cool Change, EPA's national sales promotion designed to increase consumer education about and sales of ENERGY STAR qualified cooling products, was extremely successful this past summer! The promotion PR team launched a national media outreach effort to print, television and radio outlets and secured more than 30 million media impressions that included ceiling fan messaging. Here are some of the highlights:

- 80+ print and television placements in nearly 40 media markets in US
- Television placements reached over 1.5 million viewers in 11 markets including San Diego, Pittsburgh, Baltimore, and Washington, D.C.
- Radio news release (RNR) that generated an estimated 655 broadcasts and 4,881,060 listeners
- Nationwide syndicated article distributed by NAPS resulted in 260 newspaper placements in 16 states with readership of over 22 million
- 24, 214 total Web visits April-August 2002

- Consumer Education Guide downloaded on Web 14,787 times April-August 2002

4. Ceiling Fan Promotion Plans for 2003

In conjunction with the 2003 Cool Change promotion, ENERGY STAR's Ceiling Fan Marketing Team will be working closely with partners to develop a message that will resonate with showrooms and the end user. While ceiling fans will continue to be included in Cool Change messaging, a concentrated effort will be made to promote ENERGY STAR qualified ceiling fans and light kits, separately. Templates, brochures, and other tools will be developed to help you get the ENERGY STAR message out there and sell more ENERGY STAR qualified fans and light kits.

Over the next few months, we will be asking for feedback on ideas, designs, and messaging so that we can develop materials that you can use to promote your products. For starters, please take a look at the attached marketing template and let us know what you think! This template would be modified to be ceiling fan-specific and could include pictures of your qualified line of products as well as a change in backdrop. We are open to your suggestions and ideas. Please provide any feedback to Rebecca Miller at rmiller@icfconsulting.com or Kate Lewis at lewis.kate@epa.gov.

5. ENERGY STAR Training Opportunities at Dallas Market

As you are preparing for your sales associate meetings in conjunction with Dallas Market, please let us know how we can help in your training efforts. EPA can supply ENERGY STAR training materials and even speak with your sales staff about selling and promoting your ENERGY STAR labeled products line(s). If you are interested in this support, please contact Kate Lewis, EPA, at (202) 564-3531 or Rebecca Miller at (202) 862-1266.

We look forward to working with you to prepare for Dallas Market!

Thanks for your continued support of ENERGY STAR for Ceiling Fans!